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# New Pep In Your Garden

FOR A SONG



**GLADIOLUS**  
**BILL'S BULBS BLOOM BEST**  
**GLADIOLUS**

Trade Mark

Bill's Glad Farms, Canandaigua, New York

## ORDER SHEET

# BILL'S GLAD FARMS, Inc.

CANANDAIGUA, N. Y.

Date\_\_\_\_\_192

Amount Enclosed \$.....

SHIP TO:—

Name \_\_\_\_\_

Street or R. D. \_\_\_\_\_

Post Office.....

State \_\_\_\_\_

**Write name and full address plainly. May we make substitution?**

[illegible]

To get free bulbs send this order before FEB 20 1945

**This Little List**  
IS DESIGNED TO GIVE YOU A SELECTION OF THE  
**BEST BULBS**  
AT  
**Low Cost**



**BILL'S BLUE BOOK**

If you are interested in the novelties and newer productions ask us to send you **BILL'S BLUE BOOK**. Over 150 varieties accurately described and many illustrated, including—

**Bill's Originations**

The book also gives helpful suggestions that will make "Growing Glads" a greater pleasure

**Three Ways for You to Get a Copy of the Blue Book**

- First: All our 1927 customers will get a copy without asking for it.  
Second: All customers ordering from this list will get a copy by return mail.  
Third: Any surplus copies will be sent to those requesting it, as long as we have a surplus.

**Just to Get Acquainted**

**3 BULBS WORTH 45 CENTS**  
(Lucette, Vanity and Opalescent)

and

**BILL'S BLUE BOOK**

all for

**25 Cents Postpaid**

SEE LIST ON FOLLOWING PAGES FOR DESCRIPTIONS.

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**BILL'S GLAD FARMS**

CANANDAIGUA

:—:

:—:

:—:

NEW YORK



# HANDSOME GIFT BOXES

**SPECIAL \$1 OFFER**

**18 WONDERFUL  
GLADIOLUS**

**Not Labeled                      Our Selection  
No Two Alike**

**Selected From Bill's Prize Winners—Guaranteed Quality**

## GLORIOUS MIXTURE (Special Offer)

This mixture is made up of all types and colors. Bulbs of many high-priced varieties of which we have a surplus are included. In lots of 100 we guarantee to send at least 20 varieties.

Large Bulbs, 25 for \$1.00; per 100, \$3.00

Medium Size, 40 for \$1.00; per 100, \$2.00

## PRIMULINUS MIXTURE (Special Offer)

All the soft shades of the beautiful dainty Primulinus type. This mixture contains many of the best varieties grown.

Large Bulbs, 25 for \$1.00; per 100, \$3.00

Medium Size, 40 for \$1.00; per 100, \$2.00

## READ THIS BEFORE ORDERING

All prices include transportation prepaid.

Safe delivery guaranteed.

All bulbs guaranteed true to name.

Shipments go forward in early spring.

Remittance should accompany all orders.

Use enclosed order sheet.

Write your NAME and ADDRESS PLAINLY.

ORDER EARLY and get the FREE BULBS as below.

If your order reaches us before the date stamped on enclosed order sheet we will send you

## FREE BULBS

as follows on orders taken from the lists beginning on next page.

One Extra Bulb of LUCETTE with every \$1.00 worth.

or

One Extra Bulb of OPALESCENT with every \$2.00 worth.

The date on the order sheet allows sufficient time if you act promptly.

This is an extra reason for you to

**DO IT NOW.**



## Five Cent Class



All varieties 5 cents each.

Any 12 bulbs, your selection for \$.50.

Any 50 bulbs, your selection for \$1.75.

Any 100 bulbs, your selection for \$3.00.

**ALBION**—Delicate soft salmon rose pink. Just the thing for table and house decoration; also a wonderful variety for landscape work as it will always stand erect if properly planted. Medium size bulbs for mass planting, \$2.00 per 100.

**AMERICA**—Very light lavender pink. Usually referred to as an orchid shade. The most popular variety in existence.

**ANGOLA**—A fine tall very early salmon pink. Fine for house decoration.

**ARISTOTLE**—Very tall, straight, vigorous. Light jasper red, heavily veined over salmon buff ground. Extra fine.

**CARMINE KID**—Medium size flowers of beautiful rich carmine with creamy stippling in the throat. Several flowers open at a time. Very prolific and should be planted in quantities for landscape effect. Medium size bulbs for landscape work at \$2.00 per 100.

**CREAM AIRY FAIRY**—Just that! Airy Fairy! Exceedingly graceful and dainty Primulinus hybrid. Especially adapted for landscape planting. Medium size bulbs for mass planting, \$2.00 per 100.

**DEWDROP**—Early Primulinus Hybrid of Marguerite yellow with striking throat lines of amaranth purple. Many flowers open at a time. Only partly hooded. Very strong and prolific. Excellent for landscape plantings.

**EARLY ONE**—One of the earliest to flower and valuable as an early market variety. Subdued Begonia rose, amber yellow throat stippled with Aster purple. Flowers wide open with reflexed petals.

**ELFIN**—General tone is safron pink, melting away to Maize yellow in the throat with delicate feather of Nopal red. A dinner table decoration of Elfin at the A. G. S. Show in Rochester in 1923 constituted one of the most effective displays at the show.

**FRECKLES**—Reminds one of the proverbial freckle faced boy and just as full of pep. The color is practically an orange salmon with a paisley effect. Large open flowers and a sure bloomer. Always stands erect. Always good regardless of weather conditions. One of the best for large landscape plantings. Medium size bulbs, \$2.00 per 100.

**HALLEY**—Large, early salmon pink.

**LeMARCHAL FOCH**—Same shade as America but larger flowers.

**MONONA**—Pale flesh color shaded to yellow in the center.

**MRS. FRANCIS KING**—A large open brilliant flame pink.

**PANAMA**—Large, strong rose pink.



## Ten Cent Class



All varieties 10 cents each.

Any 12 bulbs, your selection for \$1.00.

Any 50 bulbs, your selection for \$3.50.

Any 100 bulbs, your selection for \$6.00.

**ALICE TIPLADY**—Soft orange saffron shade. Extra fine! Medium size bulbs for landscape planting \$3.50 per 100.

**ALTAIR**—Extra tall, salmon saffron. A new shade and very beautiful.

**ANAMOSA**—Very large, extra tall, finest orange salmon with many blooms open at once. Beautifully marked.

**BARON HULOT**—Not very large, but that violet blue color at moderate price.

**BUDDY**—LaFrance pink, flaked geranium pink. Throat of martius yellow with lines of Pomegranate purple. Tall and early.

**CAMEO**—Soft dainty shades seen in an expensive Cameo. Upper petals LaFrance pink over cream ground with deeper shade on back of petals. Very tall, straight, early, hooded and winged and slightly ruffled.

**CHICADEE**—Very dainty and airy. An extra early variety of merit. Eosine pink with light yellow blotches on lower petals.

**DANTE**—Entirely new in appearance and texture. The general tone is light mallow purple. This color laid over a cream ground in thick veins, giving the effect of delicate crepe tissue. A moderate size Prim. rather tall grower.

**DIXIE MAID**—Pale Hermosa pink flaked Begonia rose. Small Picric yellow throat blotch. Very dainty and beautiful. Early!

**ELEGANT BEAUTY**—Large ruffled salmon blooms. Excellent for cutting.

**EVELYN KIRTLAND**—Very tall, straight and graceful shell pink, shading to rosy pink at the edges. Fine!

**GOLD DROP**—Extra large pure yellow with beautiful red line on lower petals.

**HERADA**—A glistening clear lavender, known as Mauve. A favorite.

**KOKOMO**—Rich velvet pomegranite purple with blotch of yellow.

**LOVERA**—Beautiful soft Shrimp pink with Picric yellow throat.

**LUCETTE**—(Bill's Origination) Pure white but back of petals carry a trace of Phlox pink, which imparts an alluring orchid sheen to the flowers. Lower petals have a dainty subdued feather of wonderfully soft Phlox pink. Well adapted for mass planting in landscape work. See cut on front cover, medium size bulbs per 100, \$3.00.

**MARY PICKFORD**—Wonderful creamy white with handsome heavy spikes showing many flowers open at once. Admired by everyone.

**1910 ROSE**—Pure rose shade with white central lines on lower petals. Medium size bulbs for landscape plantings. \$2.50 per 100.

**PRIDE OF LANCASTER**—Ruffled. Brilliant Orange salmon with deeper orange throat.

**PRIMUNELLA**—Large ruffled orchid like flowers of light Salmon rose.

**ROANOKE**—A vigorous large rich yellow Prim.

**ROSALIA**—Magnificent yellow blushed orange. Lower petals golden yellow.

**SCARLET PRINCEPS**—A massive showy spike of large bright scarlet flowers. Many open at a time. Quite well adapted for landscape plantings. Medium size bulbs, \$3.00 per 100.

**TANGERINE**—Tall Primulinus of Naples yellow, flaked with Spinel red.

**WAR**—The recognized standard late dark red.

**ZEALOT**—A velvet scarlet with yellow in center. Very striking.



## Fifteen Cent Class



All varieties 15 cents each.

Any 8 bulbs, your selection for \$1.00.

Any 25 bulbs, your selection for \$2.50.

Any 50 bulbs, your selection for \$4.00.

**BYRON L. SMITH**—Lavender Pink on white ground. Fine as a cut flower.

**ETENDARD**—A French variety of great beauty. Large cream flowers with velvety dark red blotch in center, giving the appearance of huge butterflies.

**JASPER**—(Bill's Origination) A sturdy, strong grower with large well placed flowers of Jasper red with waved petals. Very heavy distinct feather of velvety Amaranth purple spread over beautiful light zones of clear yellow. Early, prolific.

**MILADY**—(Bill's Origination) Extra tall, strong ruffled variety of creamy white. Naples yellow throat with heavy Amaranth purple feather. Very strong grower.

**MONA LIZA**—(Ruffled) Magnificent pale soft pink. Many open at a time.

**RUBELLA**—(Bill's Origination) A deep velvet Amaranth purple. Wonderful rich shade. Nice, straight spikes with well placed florets. Petals are reflexed.

**SIBYL**—(Bill's Origination) Beautiful large cream flowers with tips of petals flaked Mallow pink. Strong grower and many flowers open at a time.

**THEDA**—(Bill's Origination) **EARLIER THAN HALLEY. GREAT FOR FORCING!** Large open flowers, well placed on tall stems. Most delicate Shrimp pink gradually blending to soft Pinard yellow in the throat with Pansy violet lines.

**TROJANA**—(Bill's Origination) Large open flowers of soft Geranium pink daintily flaked with Begonia rose. Bright scarlet line on pale yellow throat. Strong vigorous grower and excellent cut flower variety.

**VANITY**—(Bill's Origination) Delicate LaFrance Pink flushed over cream ground. Very large flowers of airy graceful type with slightly reflexed petals. Unsurpassed for large baskets.



## Twenty Cent Class



All varieties 20 cents each.

Any 6 bulbs, your selection for \$1.00.

Any 12 bulbs, your selection for \$2.00.

Any 25 bulbs, your selection for \$3.25.

**BLUE ISLE**—After trying many lilac blues, we kept this one as being the best. It gives just the touch of color you want in your garden in mid-summer.

**EARLY LASSIE**—(Bill's Origination) (Prim.) Ivory white with a faint flush of lilac on upper petals. Lower petals primrose yellow, much smaller and reflexed with central lines. Strong grower and often branched. Very early.

**OPALESCENT**—(Bill's Origination) Wonderful spikes of very large rose lavender. A pure self color with soft lilac throat lines. A vigorous grower with excellent foilage and strong straight bloom stalks. Flowers well placed with broad petals of good substance. As sparkling and pure as the water of the Adirondack Mountain stream for which it was named.

**PINEHURST**—(Bill's Origination) Sulphur yellow with pale greenish yellow throat. Very tall, strong grower with 18 or 20 buds on a stalk. Usually opens 6 to 8 flowers at a time. Good size blooms well placed facing regularly.

**PIPPIN**—(Bill's Origination) Soft plush Eosine pink flowers of large size on tall straight stems. Neat feather and stippling of Eugenia Red on cream throat. Strong grower and a wonderful flower. One of the best and most prolific.

**PRIORITY**—(Bill's Origination) Tall, straight and strong. Large open flowers. Color is Venetian pink, shaded darker toward the tips. Faint central lines and feather of deep rose pink. Wonderful large, airy delicate variety.



## Twenty-five Cent Class



All varieties 25 cents each.

One bulb of the 5 varieties labeled for \$1.00.

Any 12 bulbs, your selection for \$2.50.

Any 25 bulbs, your selection for \$4.00.

**CHAMELEON**—(Bill's Origination) The little chameleon is noted for its changing color. This variety resembles the chameleon in that the color changes at each slight turn in the sunlight. Reminds one also of a delicate changeable silk with soft melting shades of lilac, purple, violet and orange which blend together perfectly. Slightly ruffled petals, good substance and excellent grower.

**NACOOMEE**—(Bill's Origination) The name given this variety is an Indian name meaning "Handful of Flowers." One spike is surely a handful or even a whole bouquet. The general tone is lavender with various shades and tints.

**ROBINHOOD**—(Bill's Origination) Immense massive blooms of LaFrance pink tipped and flaked with scarlet. Strong feather of Amaranth purple in the throat. Extra strong and vigorous grower. Slightly frilled petals. Early bloomer.

**SONATA**—(Bill's Origination) A robust white slightly flushed very light Phlox pink, strong throat lines of Aster purple. Usually 6 to 8 well opened flowers of good substance. Long flower head and excellent for florist trade.

**STARLIGHT**—(Bill's Origination) Early, extra strong Primulinus hybrid. Wonderful strong spikes of ruffled cream flowers with radiant lines of pomegranate on wax yellow throat. Extra prolific, often giving three and four stalks from one bulb. STARLIGHT received a Special Award of Merit at the A. G. S. in 1924.



## Novelty Class



One bulb of the 3 varieties for \$2.00.

**BREAK O'DAY**—(Bill's Origination) One of the very finest Glads we have ever seen. Massive spikes with several flowers opening at a time. Blooming extra early, its soft LaFrance pink flowers will always be marketable at high prices. The pink is flushed over a cream ground and the shade is deeper at tips of petals. There is a zone of martius yellow on lower petals with delicate central lines of Brazil red. The most striking extra early variety ever produced.

Large Bulbs..... Each \$.50; 3 for \$1.25; Doz. \$5.00

Medium Size..... Each \$.30; 3 for \$.80; Doz. \$3.00

Small Size..... Each \$.20; 3 for \$.50; Doz. \$2.00

Cormels..... Doz. \$.40; Per 100 \$2.00

**BETTY JOY**—(Bill's Origination) Named for the flower of our household, now five years old. Won honorable mention at Rochester A. G. S. Show as a commercial cut flower variety. Soft creamy white flushed LaFrance pink. Strong grower, long flower spikes with 6 to 10 perfect flowers opening at a time. Rated 97 K as a commercial flower by Gersdorff.

Large Bulbs..... Each \$.75; 3 for \$2.00; Doz. \$7.50

Medium Size..... Each \$.50; 3 for \$1.25; Doz. \$5.00

Small Size..... Each \$.30; 3 for \$.80; Doz. \$3.00

Cormels..... Doz. \$.50; Per 100 \$3.00

**GLADDIE BOY**—(Bill's Origination) This variety was one of the outstanding new productions at the New England Gladiolus Society Exhibition at Boston in 1924. The Massachusetts Horticultural Society voted a Special Award of Merit. At the American Gladiolus Exhibit in New York city, GLADDIE BOY was again in evidence, winning the class of the "Most Beautiful Basket of Glads," as well as the class for the "Most Artistic Table Decoration." Flowers are well expanded with only a slight hooded effect. Mature bulbs throw spikes with 18 to 20 buds, and opening 6 to 8 perfect flowers at a time. The color is very distinctive, the general effect being a Grenadine pink gradually blending with straw yellow deep in the center. The petals are most gracefully frilled.

Large Bulbs..... Each \$1.00; 3 for \$2.50; Doz. \$10.00

Medium Size..... Each \$.60; 3 for \$1.60; Doz. \$ 6.00

Cormels..... Doz. \$.75; Per 100 \$4.00